REMARKS

Applicants have amended claims 31 and 45, and claims 1-20 and 35 were previously cancelled. Therefore, twenty-six (26) claims remain pending: claims 21-34 and 36-47. Applicants respectfully request reconsideration of claims 21-34 and 36-47 in view of the amendments above and remarks below.

By way of this amendment, Applicants have made a diligent effort to place the claims in condition for allowance. However, should there remain any outstanding issues that require adverse action, it is respectfully requested that the Examiner telephone the undersigned at (858) 552-1311 so that such issues may be resolved as expeditiously as possible.

Claim Rejections - 35 U.S.C. § 102

1. Claims 45-46 stand rejected under 35 U.S.C. §102(e), as being anticipated by U.S. Patent No. 6,184,877 (Dodson et al.). Applicants respectfully traverse these rejections. Further, claim 45 has been amended to include further limitations not taught by the Dodson patent. More specifically, claim 45 has been amended to recite in part

> initiating a search based on the keyword and the second code;
> receiving information relating to the keyword and the second code;
> logging the search; and
> initiating a subsequent search based on the logged search.

The Dodson patent does not teach or suggest logging the search, or initiating a subsequent search based on the logged search. Instead, the Dodson patent teaches away from logging searches and initiating subsequent searches based on the logged search as the Dodson patent describes allowing a user the option of saving text information retrieved based a search (see Dodson, col. 5, lines 49-52), i.e., not the search itself. Dodson includes no discussion of logging searches. Further, Dodson only describes saving text information retrieved from a search at the option of the user, and does not describe logging, or logging the search itself. Still further, the Dodson patent teaches away from initiating a subsequent search as the user can select text information that was saved from a search so there would be no need to initiate a subsequent search, and no

benefit in initiating a subsequent search as information is already saved. Therefore, claim 45 is not anticipated by the Dodson patent.

Claim 46 depends from amended claim 45 and thus claim 46 is also not anticipated by the Dodson patent.

Claim Rejections - 35 U.S.C. § 103

2. Claims 21-23 and 27-28 stand rejected under 35 U.S.C. §103(a), as being unpatentable over U.S. Patent No. 6,184,877 (Dodson et al.) in view of U.S. Patent No. 6,486,891 (Rice). Applicants respectfully traverse these rejections. Specifically, claim 21 recites in part, "bookmarking the keyword" (emphasis added). The office action admits on page 5 that the Dodson patent does not teach bookmarking the keyword, and instead relies on the Rice patent for bookmarking. However, the Rice patent only describes bookmarking "**links**" stating "the Uniform Resource Locator (URL) ... is stored (e.g., 'bookmarked')" (Rice, col. 2, lines 48-49). Further, the office action states "it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson keyword search linked to the Internet with the Rice bookmarking of **links** for later retrieval for the purpose of allowing interested users to access additional information at a more convenient time" (Office action, page 6, emphasis added). The Rice patent does not teach or suggest bookmarking keywords. Although not admitted by Applicants, at best the combination of Rice with Dodson would only suggest to one skilled in the art to bookmark **links** obtained following a search of the internet for the "search terms." The combination of Dodson and Rice does not teach or suggest bookmarking keywords as claimed. Therefore, the combination of the Dodson and Rice patents do not teach each element as claimed.

Furthermore, the office action has equated the claimed "keyword" and the separately claimed "first code" as both being equal to "search terms" described in Dodson et al. By equating the "first code" to being equivalent to a "keyword" the office action has effectively read the limitation out of the claim. The "first code", however, is a separate claim element that is further defined as being "associated with predefined information relating to the keyword" (claim

21), and thus is not equivalent to a keyword or "search term". By equating the "first code" to the "keyword" the Examiner is effectively reading the claim to recite a "first" keyword and a "second" keyword, instead of a keyword and a first code, and thus reading the "first code" out of the claim.

If the claimed "first code" was a keyword, applicants would have claimed first and second keywords, however, applicants did not claim first and second keywords, but instead, claimed "a keyword" as well as "first code". Further, claim 1 defines the "first code" as being "associated with predefined information relating to the keyword." The Dodson patent does not teach or suggest a first code associated with predefined information relating to the keyword. Instead, the Dodson patent only describes "search terms", and does not teach or suggest these terms are specifically "associated with predefined information" as claimed. Applicants respectfully submit that the "first code" cannot be equated to a "search term" because this is not a "search term" but instead a code that is specifically associated with predefined content. Still further, the Dodson patent does not teach or suggest a "first code" associated with predefined information related to the keyword. The Dodson patent fails to teach or suggest "predefined information," or "predefined information" that is specifically related to a first code. Therefore, the Dodson patent does not teach or suggest each claim limitation of claim 21, and thus, claim 21 is not obvious in view of the combined Dodson and Rice patents.

Section 2143.03 of the MPEP states that in order "to establish a prima facie case of obviousness of a claimed invention, all of the claimed limitations must be taught or suggested by the prior art." Therefore, a prima facie case of obviousness is not met by the combination of the Dodson and Rice patents as the combination does not teach or suggest all of the limitations of claim 21 (MPEP § 2143.03). Thus, Applicants respectfully submit the rejection is overcome and request the rejection be withdrawn.

Claims 22-30 depend from claim 21. Therefore, claims 22-30 are also not obvious in view of the applied references for at least their dependency on claim 21.

3. Claims 24, 29-30, 37, 39-41 and 43-44 are rejected under 35 U.S.C. 103(a) over the combination of the Dodson and Rice patents in further view of U.S. Patent No. 6,499,057 (Portuesi). Applicants respectfully traverse these rejections. Claims 24 and 29-30 depend from claim 21. As demonstrated above, the combination of the Dodson and Rice patents failed to teach each limitation of claim 21 in that the combination failed to teach at least "bookmarking a keyword" as well as "a keyword" and a "first code" as recited in claim 21, and thus, a *prima facie* case of obviousness was not met. Applicants respectfully submit that the Portuesi patent also fails to teach or suggest at least a "keyword" and a "first code", or "bookmarking a keyword". Therefore, a prima facie case of obviousness is also not met with regard to dependent claims 24 and 29-30.

Similarly, independent claim 37 also recites in part "receiving a keyword and a first code over a second communication channel" and "bookmarking the keyword". Therefore, at least the arguments presented above with respect to claims 21, 24 and 29-30 equally apply to claim 37, and thus, a *prima facie* case of obviousness has also not been met for claim 37.

Claims 39-41 and 43-44 depend from claim 37. Therefore, claims 39-41 and 43-44 are also not obvious due at least to their dependence on claim 37.

4. Claim 25 was rejected under 35 U.S.C. 103(a) over the combination of the Dodson and Rice patents in further view of U.S. Patent No. 5,819,284 (Farber et al.). Applicants respectfully traverse these rejections. Claim 25 depends from claim 21. As demonstrated above, the combination of the Dodson and Rice patents failed to teach each limitation of claim 21. Applicants respectfully submit that the Farber et al. patent also fails to teach or suggest at least a "keyword" and a "first code", or "bookmarking a keyword". Therefore, a *prima facie* case of obviousness is also not met with regard to dependent claim 25.

5. Claims 31-34 are rejected under 35 U.S.C. 103(a) over the combination of the Dodson and Rice patents in further view of published U.S. Patent Application No.

2004/0040042 (Feinleib). Applicants respectfully traverse these rejections. More specifically, amended claim 31 recites in part, for example:

> displaying a video image from a local storage medium that was received over a first communication channel;
> receiving keywords comprising a unique identifier of the storage medium and a title associated with the video image over a second communication channel. (emphasis added)

Applicants respectfully submit that none of the applied Dodson, Rice and Feinleib references teach or suggest keywords comprising a unique identifier of the storage medium and a title. There is no discussion of a storage medium identifier in any of the applied Dodson, Rice and Feinleib references. The office action suggests that a "title of a program stored in local storage" can be equated to a "storage medium identifier" (office action, page 14). However, the Dodson, Rice or Feinleib references do not teach or suggest that a title is an identifier of a storage medium. Further, a "title of a program stored in local storage" is at best only the identifier of the content stored, and is not an identifier of the storage medium as claimed. None of the Dodson, Rice and Feinleib references teaches or suggests an identifier of a storage medium, and thus the combination of the Dodson, Rice and Feinleib references fail to teach each limitation as claimed.

Further, claim 31 has been amended to recite that the keywords comprise "a unique identifier of the storage medium and a title associated with the video image" (emphasis added). Support for this amendment is provided in the application as filed, at least on page 35, line 26. The identifier of the storage medium is distinct from the title, and further the identifier is a unique identifier. None of the applied Dodson, Rice and Feinleib references teach or suggest a unique identifier of a medium storage as well as a title associated with the video image, or keywords comprising a unique identifier of storage medium and a title. Therefore, the applied references fail to teach each limitation as claimed.

Claims 32-34 depend from claim 31. Therefore, claims 32-34 are also not obvious in view of the applied references for at least their dependency on claim 31.

6. Claim 36 was rejected under 35 U.S.C. 103(a) over the combination of the Dodson, Feinleib and Farber et al. references. Applicants respectfully traverse these rejections. Claim 36 depends from claim 31. As demonstrated above, the combination of the Dodson and Rice patents failed to teach each limitation of amended claim 31. The Farber et al. patent also fails to teach at least keyword comprising a unique identifier and title as claimed. Therefore, a *prima facie* case of obviousness is also not met with regard to dependent claim 36 due at least to its dependency on claim 31.

7. Claim 42 was rejected under 35 U.S.C. 103(a) over the combination of the Dodson, Portuesi, Rice and Farber et al. patents. Applicants respectfully traverse these rejections. Claim 42 depends from claim 37. As demonstrated above, the combination of the Dodson, Rice and Portuesi patents failed to teach each limitation of claim 37. The Farber et al. patent also fails to teach at least "receiving a keyword and a first code over a second communication channel" and "bookmarking the keyword" as claimed. Therefore, a *prima facie* case of obviousness is also not met with regard to dependent claim 36 due at least to its dependency on claim 27.

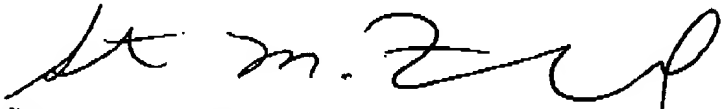
8. Claim 47 was rejected under 35 U.S.C. 103(a) over the combination of the Dodson patent in view of U.S. Patent Application No. 2001/0005903 (Golschmidt Ikt et al.). Applicants respectfully traverse these rejections. Claim 47 depends from amended claim 45. As demonstrated above, the Dodson patent failed to teach each limitation of claim 45. Applicants respectfully submit that the Golschmidt Ikt reference also fails to teach at least "initiating a search ... logging the search; and initiating a subsequent search based on the logged search" as recited in amended claim 45. Therefore, a *prima facie* case of obviousness is also not met with regard to dependent claim 47 due at least to its dependency on claim 45.

CONCLUSION

Applicants submit that the above amendments and remarks place the pending claims in a condition for allowance. Therefore, a Notice of Allowance is respectfully requested.

Respectfully submitted,

Dated: August 30, 2005



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